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- | Variable | All respondents | Nonusers | Users | Users who have used the service for more than 1 year |
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| Age | 18-24: 15.2, 25-34: 28.5, 35-44: 22.1, 45-54: 18.7, 55-64: 12.3, 65+: 2.2 | 18-24: 12.1, 25-34: 25.3, 35-44: 20.1, 45-54: 17.4, 55-64: 11.2, 65+: 1.9 | 18-24: 18.3, 25-34: 29.1, 35-44: 23.4, 45-54: 19.2, 55-64: 13.1, 65+: 2.9 | 18-24: 16.5, 25-34: 27.8, 35-44: 22.6, 45-54: 18.9, 55-64: 12.7, 65+: 2.5 |
| Gender | Male: 52.3, Female: 47.7 | Male: 51.1, Female: 48.9 | Male: 53.5, Female: 46.5 | Male: 52.8, Female: 47.2 |
| Education | High school or less: 18.4, Some college: 22.1, Bachelor's: 31.2, Master's: 15.3, Doctorate: 12.9 | High school or less: 19.2, Some college: 23.4, Bachelor's: 30.1, Master's: 16.1, Doctorate: 11.2 | High school or less: 17.1, Some college: 21.3, Bachelor's: 32.4, Master's: 15.8, Doctorate: 13.4 | High school or less: 18.9, Some college: 22.6, Bachelor's: 31.7, Master's: 15.5, Doctorate: 11.3 |
| Income | \$10,000 or less: 12.3, \$10,000-\$19,999: 18.7, \$20,000-\$29,999: 22.1, \$30,000-\$39,999: 15.4, \$40,000-\$49,999: 11.2, \$50,000 or more: 19.3 | \$10,000 or less: 11.1, \$10,000-\$19,999: 17.4, \$20,000-\$29,999: 21.3, \$30,000-\$39,999: 14.2, \$40,000-\$49,999: 10.1, \$50,000 or more: 18.7 | \$10,000 or less: 13.5, \$10,000-\$19,999: 19.2, \$20,000-\$29,999: 23.1, \$30,000-\$39,999: 16.3, \$40,000-\$49,999: 12.4, \$50,000 or more: 20.5 | \$10,000 or less: 12.8, \$10,000-\$19,999: 18.9, \$20,000-\$29,999: 22.4, \$30,000-\$39,999: 15.7, \$40,000-\$49,999: 11.8, \$50,000 or more: 19.9 |
| Marital Status | Single: 32.1, Married: 45.3, Divorced: 12.4, Widowed: 8.2, Other: 1.9 | Single: 31.2, Married: 44.1, Divorced: 13.1, Widowed: 9.1, Other: 1.5 | Single: 33.4, Married: 46.2, Divorced: 11.3, Widowed: 7.8, Other: 1.3 | Single: 32.8, Married: 45.7, Divorced: 12.6, Widowed: 8.4, Other: 1.5 |
| Employment Status | Full-time: 58.3, Part-time: 22.1, Unemployed: 15.4, Retired: 3.2, Other: 1.0 | Full-time: 57.1, Part-time: 21.3, Unemployed: 16.2, Retired: 3.5, Other: 1.9 | Full-time: 59.2, Part-time: 23.4, Unemployed: 14.1, Retired: 2.8, Other: 0.5 | Full-time: 58.7, Part-time: 22.9, Unemployed: 15.3, Retired: 3.1, Other: 0.9 |
| Health Status | Excellent: 12.3, Very good: 28.5, Good: 35.2, Fair: 18.7, Poor: 5.1 | Excellent: 11.1, Very good: 27.4, Good: 34.1, Fair: 19.2, Poor: 5.2 | Excellent: 13.5, Very good: 29.1, Good: 36.4, Fair: 17.3, Poor: 4.7 | Excellent: 12.8, Very good: 28.9, Good: 35.7, Fair: 18.6, Poor: 4.9 |
| Attitude towards Technology | Strongly agree: 15.2, Agree: 32.1, Disagree: 28.5, Strongly disagree: 24.2 | Strongly agree: 14.1, Agree: 31.2, Disagree: 29.1, Strongly disagree: 25.6 | Strongly agree: 16.3, Agree: 33.4, Disagree: 27.1, Strongly disagree: 23.2 | Strongly agree: 15.7, Agree: 32.8, Disagree: 28.4, Strongly disagree: 23.1 |
| Attitude towards the Internet | Strongly agree: 18.4, Agree: 35.2, Disagree: 25.1, Strongly disagree: 21.3 | Strongly agree: 17.1, Agree: 34.1, Disagree: 26.2, Strongly disagree: 22.6 | Strongly agree: 19.2, Agree: 36.4, Disagree: 24.3, Strongly disagree: 20.1 | Strongly agree: 18.9, Agree: 35.7, Disagree: 25.4, Strongly disagree: 20.0 |
| Attitude towards the Service | Strongly agree: 22.1, Agree: 38.5, Disagree: 20.3, Strongly disagree: 19.1 | Strongly agree: 21.3, Agree: 37.4, Disagree: 21.1, Strongly disagree: 20.2 | Strongly agree: 23.4, Agree: 39.2, Disagree: 19.4, Strongly disagree: 18.0 | Strongly agree: 22.9, Agree: 38.7, Disagree: 20.6, Strongly disagree: 17.8 |
| Attitude towards the Provider | Strongly agree: 19.3, Agree: 36.4, Disagree: 22.1, Strongly disagree: 22.2 | Strongly agree: 18.7, Agree: 35.7, Disagree: 23.1, Strongly disagree: 22.5 | Strongly agree: 20.5, Agree: 37.8, Disagree: 21.3, Strongly disagree: 20.4 | Strongly agree: 19.9, Agree: 37.1, Disagree: 22.4, Strongly disagree: 20.6 |